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THE OUTLOOK FOR FARM FAMILY LIVING IN 1935.

A radio talk by Hildegard Kneeland, chief, division of economics, Bureau of Home Economics, broadcast Monday, November 5, 1934, in the Department of Agriculture period, National Farm and Home Hour, by NBC and a network of 50 associate radio stations.

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I believe we can present to you this year a fairly accurate picture of the prospects for cash income to farm families, the prospect for producing family living supplies at home, and the different kinds of living goods that farmers are likely to buy with the cash they have to spend.

The cash received for farm products is likely to be a billion dollars more this year than last. Of course, farmers this year have had to pay out somewhat more, so that not all of the billion dollars will be available to spend for farm living.

Farmers have other sources of cash income than the sale of their products. Some members of farm families work part time in industry. Women of the farm family in the past few years have been selling their labor by means of making cakes and other baked goods, putting up fruit for sale, and turning out handicraft work of various sorts. The income of the farm family from feeding and sheltering tourists has increased.

So, with income both from sale of farm products and from other sources on the upgrade, farmers will have more to spend on family living this winter than they had last winter.

That is, some farmers. Because of the drought, probably more farm families will have to go on the relief before the coming winter is over.

But for the great increase in the use of old-fashioned thrifty tricks of producing family living supplies at home, many other farm families would be forced on relief. Farm families of all sections have gone through a hard school during the past four years. One of the things they have learned is to save money in every possible way by canning and otherwise preserving food. Farm families in every section outside the drought areas are going into this winter with plenty of canned meats, vegetables and fruits on hand, and with a supply of animals ready for slaughter to furnish fresh meat. Of course, in the drought areas it just wasn't possible to put up fruits and vegetables this year. It was possible to can more than the usual amount of meats, because so many animals had to be killed when the food and winter supply ran low.

In all sections farm housewives are making at home such items as soap, are cleaning their family clothing, and remodeling old clothing to make it last another season.

Now the question is, how are the families who will have some cash available to spend after meeting the costs of food and other necessities of living, spread the cash among their other requirements?

Well, the women who were in here from the States, seem to feel that the farm families will somewhat increase their spending for clothing and home

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furnishings, in order to replace articles that are completely worn out. Also, families with some extra cash undoubtedly will put part of it into the repair and running of the family automobile, and into repairs and improvements on the farm house. In a good many farm homes, any increase in expendable cash will be absorbed by the college expenses of the young folks.

But farm families are still on short rations. They are using every legitimate device to cut down the necessity for spending cash. They are getting goods by barter, are cutting costs by cooperative buying. They also are looking for all the information they can get on how to make sure that their dollars buy the utmost in value. The desire of both farm and city homemakers for this sort of information is behind the growth in quality grading and informative labeling of various kinds of goods which Miss Van Demand has been calling to your attention in her broadcasts throughout this past year.